



WPTV

ORDER

Print Date 08/21/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 307367 /

Original Date / Revision
08/08/12 08/08/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576Product
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 693

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

| Account Executive | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WFGC | % | |
| WFLX | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|--------------|------------|-------------|--------------|--------|
| October 2012 | 39 | \$36,975.00 | \$43,500.00 | 0.00 |
| Totals | 39 | \$36,975.00 | \$43,500.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/22/12 | 39 | \$36,975.00 | \$43,500.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|------|-------------------|-----------------|----------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| N 1 | WPTV | 10/16/12 | 10/22/12 | M-F 5-6a M-F 5-6a | CM | 5-6a | 11111-- | :30 | 5 | \$650.00 | P-2 | 0.00 | NM | 5 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/16/12 | 10/22/12 | 11111-- | | 5 | | \$650.00 | | 0.00 | | | | | |
| N 2 | WPTV | 10/16/12 | 10/18/12 | M-F 6-7a M-F 6-7a | CM | 6-7a | -111--- | :30 | 3 | \$1,500.00 | P-2 | 0.00 | NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/16/12 | 10/22/12 | -111--- | | 3 | | \$1,500.00 | | 0.00 | | | | | |
| N 3 | WPTV | 10/16/12 | 10/18/12 | M-F 7-9a M-F 7-9a | CM | 7-9a | -111--- | :30 | 3 | \$1,800.00 | P-2 | 0.00 | NM | 3 | \$5,400.00 |



WPTV

Print Date: 08/21/12

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Contract / Revision **307367** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 08/08/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **693**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--------------------------------|-------|----------------|---------------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | WPTV | 10/16/12 | 10/18/12 | M-F 7-9a M-F 7-9a | CM | 7-9a | - 111 - - - | :30 | 3 | \$1,800.00 | P-2 | 0.00 | NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - 111 - - - | | | | | 3 | \$1,800.00 | | 0.00 | | | |
| N 4 | WPTV | 10/18/12 | 10/22/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | 1 - - 11 - - | :30 | 3 | \$750.00 | P-2 | 0.00 | NM | 3 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | 1 - - 11 - - | | | | | 3 | \$750.00 | | 0.00 | | | |
| N 5 | WPTV | 10/16/12 | 10/22/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | 1111 - - - | :30 | 4 | \$650.00 | P-2 | 0.00 | NM | 4 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | 1111 - - - | | | | | 4 | \$650.00 | | 0.00 | | | |
| N 6 | WPTV | 10/16/12 | 10/18/12 | M-F 12n-1p M-F 12n-1p | CM | 12-1p | - 111 - - - | :30 | 3 | \$500.00 | P-2 | 0.00 | NM | 3 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - 111 - - - | | | | | 3 | \$500.00 | | 0.00 | | | |
| N 7 | WPTV | 10/18/12 | 10/22/12 | M-F 3p-4p 3-4pm Jeff Probst | CM | 3-4p | 1 - - 1 - - - | :30 | 2 | \$500.00 | P-2 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | 1 - - 1 - - - | | | | | 2 | \$500.00 | | 0.00 | | | |
| N 8 | WPTV | 10/17/12 | 10/19/12 | M-F 4p-5p M-F 4p-5p | CM | 4-5p | - - 1 - 1 - - | :30 | 2 | \$750.00 | P-2 | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - - 1 - 1 - - | | | | | 2 | \$750.00 | | 0.00 | | | |
| N 9 | WPTV | 10/16/12 | 10/18/12 | M-F 5-530p M-F 5-530p | CM | 5-530p | - 1 - 1 - - - | :30 | 2 | \$1,800.00 | P-2 | 0.00 | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - 1 - 1 - - - | | | | | 2 | \$1,800.00 | | 0.00 | | | |
| N 10 | WPTV | 10/17/12 | 10/17/12 | M-F 530-6p M-F 530-6p | CM | 530-6p | - - 1 - - - - | :30 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - - 1 - - - - | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| N 11 | WPTV | 10/16/12 | 10/16/12 | M-F 6-630p M-F 6-630p | CM | 6-630p | - 1 - - - - - | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - 1 - - - - - | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 12 | WPTV | 10/19/12 | 10/19/12 | M-F 630-7p M-F 630-7p | CM | 630-7p | - - - - 1 - - | :30 | 1 | \$3,500.00 | P-2 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - - - - 1 - - | | | | | 1 | \$3,500.00 | | 0.00 | | | |
| N 13 | WPTV | 10/16/12 | 10/22/12 | M-F 7-730p M-F 7-730p | CM | 7-730p | 11 - 1 - - - | :30 | 3 | \$1,000.00 | P-2 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | 11 - 1 - - - | | | | | 3 | \$1,000.00 | | 0.00 | | | |
| N 14 | WPTV | 10/17/12 | 10/17/12 | M-F 730-8p M-F 730-8p | CM | 730-8p | - - 1 - - - - | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - - 1 - - - - | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 15 | WPTV | 10/16/12 | 10/16/12 | M-F 11-1135p M-F 11-1135p | CM | 11-1135p | - 1 - - - - - | :30 | 1 | \$1,700.00 | P-2 | 0.00 | NM | 1 | \$1,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - 1 - - - - - | | | | | 1 | \$1,700.00 | | 0.00 | | | |



WPTV

Print Date: 08/21/12

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Contract / Revision **307367** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 08/08/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **693**

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|------------------------------------|-------|----------------------------|---------------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 15 | WPTV | 10/16/12 | 10/16/12 | M-F 11-1135p M-F 11-1135p | CM | 11-1135p | - 1 - - - - - | :30 | 1 | \$1,700.00 | P-2 | 0.00 | NM | 1 | \$1,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - 1 - - - - - | | | | | 1 | \$1,700.00 | | 0.00 | | | |
| N 16 | WPTV | 10/19/12 | 10/19/12 | M-F 1135p-1235a M-F 1135p-1235a | CM | 1135p-1235a | - - - - 1 - - | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - - - - 1 - - | | | | | 1 | \$700.00 | | 0.00 | | | |
| N 17 | WPTV | 10/20/12 | 10/20/12 | Sa 8-10a Sa 8-10a | CM | 8-10a | - - - - - S - | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - - - - - S - | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 18 | WPTV | 10/21/12 | 10/21/12 | Su 8-9a Su 8-9a | CM | 8-9a | - - - - - S | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - - - - - S | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| N 19 | WPTV | 10/21/12 | 10/21/12 | NFL Pregame NFL Pregame | CM | 4-10p (7:00 PM-8:15 PM) | - - - - - S | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | - - - - - S | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 39 | \$43,500.00 |